DOCUMENT RESUME

ED 277 417 JC 870 033

TITLE	A Summary and Analysis of Attrition, 1982/83-1984/85.
INSTITUTION	Vancouver Community Coll. (British Columbia). Office of Institutional Research.
PUB DATE	27 Aug 86
NOTE	21p.
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Academic Persistence; College Attendance; *Community Colleges; Comparative Analysis; Dropout Rate; *Dropout Research; Enrollment Influences; Foreign Countries; School Demography; *School Holding Power; *Student Attrition; Two Year Colleges; *Withdrawal (Education)
IDENTIFIERS	*British Columbia

ABSTRACT

A study was conducted to compare the attrition rates at Vancouver Community College (VCC) with those of other British Columbia two-year institutions; to determine the effects of factors such as program duration and employment outlook on attrition; and to identify ways of minimizing the negative effects of attrition. Outcomes factors were calculated using data obtained from the ongoing survey administered to all discontinuants roughly 4 weeks after their departure from the college. For the 1982-83 to 1984-85 period, 36% of the 7,824 discontinuants surveyed responded. Study findings included the following: (1) most VCC attrition rates were lower than the average for two-year colleges in the United States; (2) employment rates were positively correlated with attrition rates, confirming the influence of the labor market conditions on enrollment; (3) VCC's lower than average unit costs of operation served to discount concerns about the potential cost-contributing effects of attrition at the college, though the reputational costs of discontinuants who left VCC as "dissatisfied customers" was seen as a matter for renewed concern. Attrition data by program is appended. (LAL)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED277417

VANCOUVER COMMUNITY COLLEGE

A Summary and Analysis of Attrition

1982/83 - 1984/85

Office of Institutional Research

August 27, 1986

JC 870 033

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

C. R. Carter

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Purpose:

-- The Ministry of Education, in November 1985, published an inter-institutional comparison of vocational completion rates in B.C. Colleges and Institutes. While noting that variances in completion rates may be accounted for by factors such as program durations and employment prospects, this Ministry report did not test for, or display the effects of such factors. The following report seeks to answer three questions arising from the College Board Committee's initial review of the Ministry report:

a) Are V.C.C.'s attrition rates too high compared to other institutions, as implied by the Ministry report?

b) Do factors like program durations and employment prospects effect attrition rates, and if so, how?

c) What can V.C.C. do to minimize the negative effects of attrition when it occurs?

It does so by examining the student attrition that occurred from 1982/83-1984/85 at V.C.C., by program, and available follow-up data.

Methodology:

-- The attrition rates reported have been calculated using total "exited" students for the period covered (i.e., all those for whom a program completion or discontinuation status was assigned on the records systems) and expressing the number of discontinuants as a percentage of that total. This corresponds to the methodology deployed by the Ministry in its inter-institutional comparative analysis of analysis of 1984/85 vocational attrition rates.

-- The data attached has been analyzed using, and tested for the effects of, some factors that might accounts for the amount of attrition occurring in each V.C.C. program, as follows:*

- Program duration in weeks
- Discontinuant employment rate
- Discontinuant unemployment rate
- Discontinuant satisfaction rate

-- These factors have only been discussed where: the number of responses to the discontinuant survey were sufficient to avoid the prospects of major percentage shifts as additional data are received; the response rates to the survey did not differ significantly from the V.C.C. norm; and the factor to be noted did differ significantly from the V.C.C. norms.

*For a summary of the definitions, see Attachment 1.

Limitations:

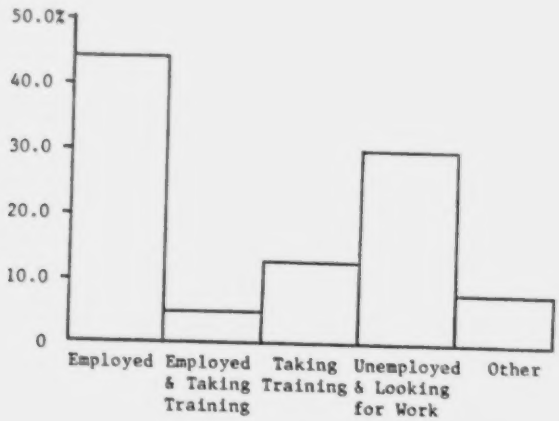
-- Data on comparable vocational program durations at all B.C. Colleges and Institutes is not available, precluding an answer to the Board's central question ... i.e., are V.C.C.'s vocational attrition rates higher than expected compared to other B.C. vocational programs. The best that can be done is to demonstrate the effects of some of the parameters that account for inter-program variances in attrition within V.C.C. and point to other comparative norms.

-- The data reported is a year out-of-date due to the lead time required to prepare the analysis (the analysis was initiated in February, 1986, and 1985/86 data will not be available until the Fall).

The V.C.C. Data:

-- Outcomes factors were calculated using data obtained from the on-going student outcomes survey administered to all discontinuants, for most V.C.C. programs, roughly 4 weeks after their departure from the College. For the 1982/83-1984/85 period covered, 36% of the 7,824 discontinuants surveyed responded. Note also that the size of the population surveyed, constituted 82% of the total discontinuing population for which data has been reported in the attached.

-- While untested for any possible response/non-response biases, and unweighted to compensate for program response rate variances, the following totals are believed to be broadly indicative of the post-training activities of those who discontinued in the period:



-- It should be noted that this distribution of discontinuant post-training activities for the three year period ending in 1984/85 is virtually identical to that reported for 1982/83 (when the data were last analyzed).

-- Most of those who discontinue continue to rate the training they received as having been worthwhile (80%), and many rate it as having been definitely worthwhile (51%). These ratings are, however, significantly lower than the comparable ratings provided by V.C.C.'s graduates (96% of whom rated their training as worthwhile).

-- By major programming sector, the results, compared to internal V.C.C. norms, can be summarized as follows:

Program Area	Observations
English Language Training	Annual rates since 1982 have steadily increased, although attrition rate is average for programs of comparable duration. Discontinuant employment rate is below average. The percentage that cited lack of finances as a major reason for discontinuing was 1.5 times the VCC average.
Adult Basic Education	Sector attrition rate dropped significantly from 1982/83-1984/85. Outcomes information not being collected for 5 of the 8 programs, precluding an analysis of other factors. Some inter-program definitional anomalies.
Business/Office	Attrition is above average, when normalized for durations, for over half the programs in this sector and three-quarters of the office-related programs. All other indicators suggested a comparative attrition problem...sectoral unemployment is higher than average, and discontinuant employment and satisfaction rates are lower than average.
Industrial	Most programs have average or below average attrition when normalized for training duration (true of 15 out of 18 programs). Sectoral trend is to a decline in normalized attrition. All other indicators reflect favorably on the sector... discontinuant employment is above average, unemployment is below average and satisfaction rate is above average.
Legal, Social & Educational	All programs in the sector have average or below average attrition rates, when normalized for duration, and sectoral employment rate for discontinuants is above average. Satisfaction rate, however, is lower than average.
Health	Sectoral attrition picture is comparatively average across all indicators.

Program Area	Observations
Services	Sectoral attrition is roughly average, as is the overall satisfaction rate, but a smaller than average percentage of the discontinuants obtain employment. This latter phenomenon may be a product of traditionally seasonal employment patterns for the sector.
Communication Arts	Sectoral attrition picture is comparatively average, once normalized for duration, but a higher than average percentage were employed or taking further studies when contacted.
Fine & Performing Arts	Comparative outcomes indicators reflect positively on the sector attrition picture...over 80% of the discontinuants were employed or enrolled in further studies when contacted, and over 67% rated their program as definitely worthwhile.

Analysis and Implications:

-- Tests were conducted to determine what factors, taken together, could be used to determine the comparative, statistical, deviation from V.C.C. norms. It was found that durations and discontinuant employment rates, when combined, account for 34% of the variance in attrition. It was also found that most V.C.C. attrition rates, when adjusted for duration, are lower than the average for 2 year public institutions in the U.S. (see Figure 1).

-- It was found that employment rates are positively (although not strongly) correlated with attrition rates...confirming the influence of labour market conditions on enrollment, and implying that such influences may need to be further considered in assessing future enrollment projections.

-- Attrition has traditionally been raised as an issue in response to a public perception that it is synonymous with wasteage. The extent to which V.C.C.'s attrition rates correlate with corresponding unit costs has not been tested, because V.C.C. continues to have one of the lowest operating costs of any college in B.C. The economies of scale which it is funded to achieve continue to exceed North American norms, and its attrition rates are generally below the comparable norms for 2 year public institutions once adjusted for the effects of duration. In these circumstances, V.C.C.'s comparatively lower than average unit costs of operation serve to discount concerns about the potential cost-contributing effects of attrition at the College.

-- While concerns about the dollar costs of attrition at V.C.C. appear to be unwarranted, there may be a case for renewed concern over the reputational costs associated with those discontinuants who leave V.C.C. as "dissatisfied customers". With continued predictions of a decline in the size of the traditional college age cohort, the potential to increase recurrent enrollments may need to be more fully exploited...and reputational indices will influence V.C.C.'s prospects for doing so. A study commissioned by the U.S. While House Office of Consumer Affairs, for instance, found that:

> "The average customer who has had a problem with an organization tells 9 or 10 people about it. Thirteen percent of people who have a problem with an organization recount the incident to more than 20 people.
>
> Customers who have complained to an organization and had their complaints satisfactorily resolved tell an average of five people about the treatment they received.
>
> The average business never hears from 96% of its unhappy customers. For every complaint received, the average company in fact has 26 customers with problems, 6 of which are "serious" problems.
>
> Complainers are more likely than non-complainers to do business again with the company that upset them, even if the problem isn't satisfactorily resolved.
>
> Of the customers who register a complaint, between 54% and 70% will do business again with the organization if their complaint is resolved. That figure goes up to a staggering 95% if the customer feels that the complaint was resolved quickly."**

-- The percentage of the discontinuants who reportedly did not achieve their educational goal and also rated their V.C.C. education/training as "not at all worthwhile" can be used as a measure of the size of the discontinuing population that left V.C.C. as training "dissatisfied customers". For the period covered, this group constituted 5% of the discontinuing population. If the effects of goal attainment are ignored, and only the ratings of the overall worthiness of the training are considered, the size of the dissatisfied group rises to 11%. These estimates translate into a estimated 475-1,000 students who, in the three years studied, left V.C.C. dissatisfied with what they received...and a potential 4,750-10,000 negative comments about V.C.C.

**Technical Assistance Research Programs Inc., study conducted during the Carter Administration, as cited in Albrecht and Zemke, Service America, 1985.

Concluding Observations:

-- V.C.C.'s attrition rates are not out of line, overall, with North American norms, when adjusted for the effects of program durations. Whether or not V.C.C.'s attrition rates are out of line with B.C. vocational program norms cannot be determined because of an absence of comparative information on program durations.

-- In many instances where V.C.C.'s attrition rates are higher than expected, discontinuant employment rates which are higher than average account for the variance.

-- As employment prospects improve, attrition can be expected to rise ... which, in turn, will require enhanced enrollment recruitment strategies if traditional levels of enrollment are to be sustained.

-- As V.C.C.'s unit operating costs continue to be among the lowest in the B.C. College and Institute system, the cost, to V.C.C., of attrition may be more reputational than financial, particularly where the attrition that occurs can be related to comparatively low levels of student satisfaction.

Recommendation:

1. That V.C.C. develop strategies to recognize and identify student complaints.

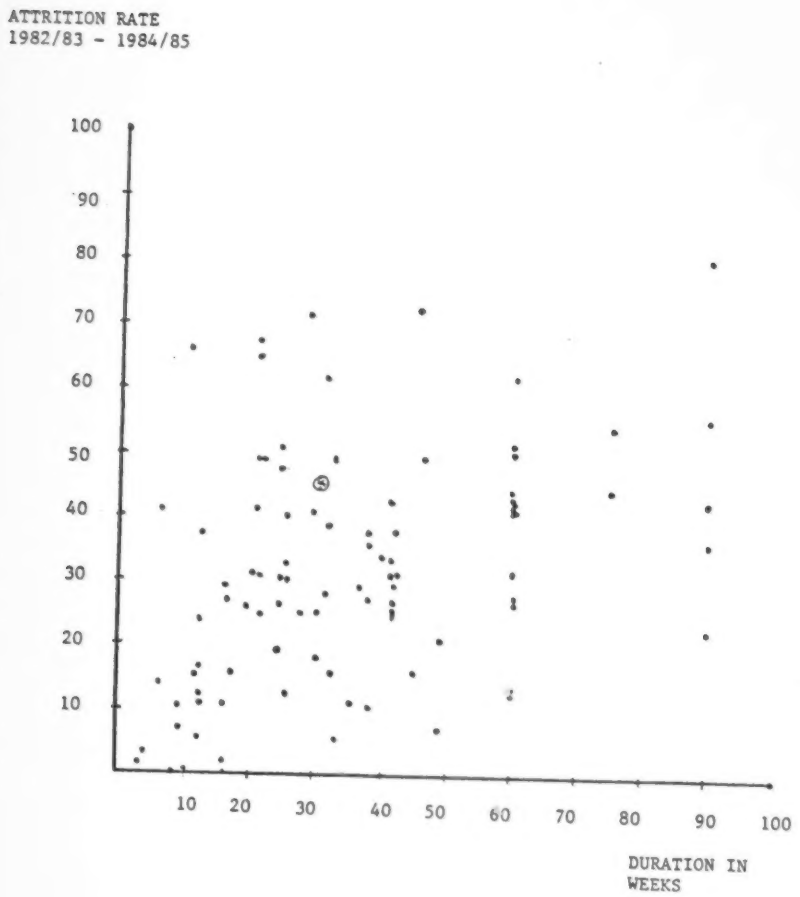
2. That strategies to expedite the resolution of complaints received from students -- including those received after they leave V.C.C. -- be encouraged and further developed, in a specific attempt to enhance the goodwill of former students, as part of the implementation plan for the Institutional Evaluation.

3. That there be a specific recognition by the Ministry of both the value and the cost of doing studies of attrition, such as that prepared for the Board committee.

4. That the Ministry be encouraged to publish and distribute comparative data only where it includes analyses of factors that account for any variances highlighted by the comparisons.

FIGURE 1

A Comparison of Program Duration and Attrition Rates



*Average, 2 year public institutions, 1977/78 (Beal and Noel, 1980).

Program Attrition Summary

PROGRAM	DUR. IN WKS.	82/83-84/85 N	D	ATTRITION	OBSERVATIONS
ENGLISH LANGUAGE TRAINING	21	3902	1011	25.9	Annual rates since 1982 have steadily increased, although attrition rate is average for pgms of comparable duration. Discontinuant employment rate is below average. The % that cited lack of finances as a major reason for discontinuing was 1.5 times the VCC average.
ADULT BASIC EDUCATION					
B.T.S.D.	21	2448	1639	67.0	Annual attrition rates have increased significantly since 1982/83. Compared to all other programs, the 3 yr. attrition rate is second highest of all VCC programs, once normalized for duration. Definitional anomalies account for part of these attrition rate variances. Discontinuant unemployment rate higher than avg., but believed to be accounted for by higher than avg. % of students admitted from unemployment. %'s going on to employment, or further studies are avg., as is the 'satisfaction' rate (46% rated the program as definitely worthwhile).
B.E.S.T./B.J.R.T.	6	465	189	40.6	High attrition rate for a program of comparably short duration.
Orientation	6	170	25	14.7	Average attrition rate for length of program.
A.S.E.		93	42	45.2	
N.A.B.E.	21	143	93	65.0	Annual attrition rates have increased steadily & are above avge. for length of program. Discontinuant employment rate well below average. However, 75% found program definitely worthwhile.
College Foundations	33	4452	228	5.1	Significantly lower than avg. attrition and discontinuant unemployment rates
TRAC	21	93	46	49.5	High attrition rate for length of program.
Hearing Impaired	41	111	37	33.3	Average attrition rate for length of program.
SUB-TOTAL		7975	2299	28.8	Sector attrition rate dropped significantly from 1982/83 - 1984/85. Outcomes information not being collected for 5 of the 8 programs, precluding an analysis of other factors. Some inter-program definitional anomalies.
BUSINESS OFFICE					
Business Management	60	63	39	61.9	For programs of comparable duration, attrition is well above average. Inter-program transfers apparently account for much of the attrition.
Pacific Rim Program	60	21	3	14.3	Below avge. attrition for length of program.
Industrial Records & First Aid	21	104	43	41.3	Above avge. attrition for length of program.
Accounting	60	230	63	27.4	Avge. attrition rate for length of program.
Small Business	45	84	61	72.6	3 year attrition rate well above average when normalized for program duation. Annual attrition has been increasing steadily. However, discontinuant employment and satisfaction rates are high. Some of those who leave early have decided to wait a year or two before starting a business.
Realty Appraisal	60	183	95	51.9	Attrition rates above avg. and has more than doubled since 1982/83; this is believed to be the effect of a downturn in the real estate market. Employment rates have remained high (71%), and reflect the occupational upgrade role the program contines to have.
Finance & Investment	60	103	44	42.7	Average attrition rate for length of program.
Marketing & Sales	60	88	38	43.2	Attrition rate is roughly average when normalized for the effects of duration. However, of the discontinuants, only 9.5% rated the program 'definitely worthwhile', and a smaller than average % found employment after leaving.
Merchandising Clerk	21	43	13	30.2	Avg. attrition rate for length of program, but high rate of discontinuant unemployment (60%).
Word Processing	16	270	74	27.4	Average attrition rate for length of program.
Accounting Clerk	33	416	207	49.8	3 year trend indicates attrition rates steadily declining although slightly above avg. for length of program. Discontinuant employment rate is below average and unemployment is above average(47%).

PROGRAM	DUR. IN WKS.	82/83-84/85 N	D	ATTRITION	OBSERVATIONS
Bookkeeping	24	391	185	47.3	Annual attrition rate is declining, but 3 yr rate still above avg.
Clerk Typist	24	623	313	50.2	Above average attrition rates and below average employment rates. 3 year trend indicates a downtrend in attrition rates although slightly above avg. for length of program.
Secretarial	28	176	125	71.0	One of the highest attrition rates, particularly when normalized for length of program. However, discontinuant employment rate is above average & 'satisfaction rate' is about average.
Legal Stenographer	31	190	117	61.6	High attrition for length of program. However, discontinuant employment and 'satisfaction' rates are comparatively high.
Medical Stenographer	46	243	121	49.8	Average attrition for length of program but below average discontinuant employment rate.
Hospital Unit Assistant	22	209	104	49.8	Above average attrition, and all other indicators suggest a relative attrition problem...discontinuant unemployment is higher than average, and employment and satisfaction rates are lower than average.
Jr. Computer Programmer	29	268	110	41.0	Above average attrition and all other indicators suggest a relative attrition problem...discontinuant unemployment is high (44%), employment is low (22%), and satisfaction is low (28% rated it as definitely worthwhile).
Computer Info. Systems	72	310	127	41.0	Average attrition for weighted avg. length of program (assumes 40% of the enrollees take the co-op terms).
Computer Systems Technologist	90	29	16	55.2	Average attrition for length of program.
Marketing Micro Technology	20	77	24	31.2	Average attrition for length of program.
Administrative Clerk	12	17	1	5.9	Average attrition for length of program.
Information Processor	12	41	10	24.4	Above average attrition rates for length of program; no outcomes data availa yet.
SUB-TOTAL		4505	1969	43.7	Attrition is above average, when normalized for durations, for over half the programs in this sector and three-quarters of the office-related programs. All other indicators suggest a comparative attrition problem... sectoral unemployment is higher than avg., and discontinuant employment and satisfaction rates are lower than average.
INDUSTRIAL					
Drafting-Basic	25	138	46	33.3	Above average attrition for length of program; outcomes data not yet available.
Drafting-Basic CADD	25	20	8	40.0	See Drafting-Basic
Drafting-CADD-Upgrading	4	180	7	3.9	Avg. attrition rate for length of program.
Drafting - CS	40	323	112	34.7	See above.
Drafting - PP	42	154	48	31.2	Avg. attrition rate for length of program. Discontinuant unemployment lower than avg. (15%).
Drafting - SS	41	117	45	38.5	Avg. attrition rate for length of program. Discontinuant unemployment higher than avg. (57%).
Power Engineering	37	216	60	27.8	Avg. attrition rate for length of program. All other indicators reflect positively on the program...discontinuant unemployment rate is low, employment rate is high, and 'satisfaction' rate is high (58%).
Power Engineering - Corresp.	10	1394	929	66.6	Above avg. attrition rate for length of program, but see outcomes indicators reported above, which include this program.
Electronics	24	758	232	30.6	3 year trend indicates steadily declining attrition rates, and the three year total attrition rate is about average for the length of program. Discontinuant employment rate is lower than avg., and unemployment is higher than avg.
Electricity	36	639	186	29.1	Same trends as in Electronics, but with higher employment rate for those discontinuing.
Computer Electronics	24	218	60	27.5	Average attrition rate for length of program, but high discontinuant unemployment, and lower than avg. 'satisfaction' rate.

PROGRAM	DUR. IN WKS.	82/83-84/85 N	D	ATTRITION	OBSERVATIONS
Autobody	25	168	23	13.7	Below average attrition rates for length of program.
Auto Mechanics	37	155	17	11.0	Well below average attrition rates for length of program. All other indicators reflect positively on the program...discontinuant unemployment is low, employment is high (57%) and satisfaction is high.
Diesel Mechanics	49	190	40	21.1	As per Auto Mechanics, with even higher satisfaction rate (75%).
Welding	24	399	79	19.8	Below avg. attrition for length of program, and high satisfaction rate.
Machinist	32	181	30	16.6	Significant drop in attrition from 83/84 to 84/85. Below avge. for length for length of program.
Building Construction	27	307	77	25.1	Average attrition rates for length of program, but high satisfaction rate (68%).
Printing Production	41	192	59	30.7	3 year trend shows attrition rates increasing although rates are avge. for length of program. Satisfaction rate lower than average.
SUB-TOTAL		5749	2058	35.8	Most programs have avg., or below avg., attrition when normalized for training duration (true of 15 out of 18 programs). Sectoral trend is to a decline in normalized attrition. All other indicators reflect favorably on the sector...discontinuant employment is above avg., unemployment is below avg., and satisfaction rate is above average.
LEGAL, SOCIAL & EDUCATIONAL					
Court Reporter	75	63	34	54.0	High attrition, although about avg. for length of program. Attrition rates for similar programs in the U.S. are apparently higher than this VCC rate. Higher than avg. percentage of discontinuants went on to other training.
Criminal Justice	60	100	50	50.0	Avg. attrition rate for length of program, and 3 year trend indicates a steady decline. Above avg. discontinuant employment rate (80%), but lower than avg. satisfaction rate(27%).
Welfare Aide	35	117	14	12.0	Very low attrition for length of program and high employment rate (although calculated based on a small pool of discontinuants).
Early Childhood Education	45	95	15	15.8	Below avg. attrition rate for length of program, high employment, and high satisfaction rates reported.
Special Education Assistant	30	60	11	18.3	Avg. attrition for length of program. Higher than avg. discontinuant employment rate. Lower than avg. 'satisfaction' rate (33%).
Library Technician	60	120	38	31.7	Below average attrition rates for length of program. High discontinuant employment rate (80%), but lower than avg. 'satisfaction' rate (30%).
Recreation Leadership	60	83	11	13.3	Below avg. attrition rate for length of pgm., with high rates of employment and 'satisfaction' (60%).
I.H.I.A.	12	154	18	11.7	Average attrition rate for length of program.
P.P.W.V.H.I.	41	90	23	25.6	Below avg. attrition although avge. for length of program. Above avg. discontinuant employment and satisfaction rates (50%).
SUB-TOTAL		958	233	24.3	All programs in the sector have avg., or below avg. attrition rates, when normalized for duration, and sectoral employment rate for discontinuants is above avg.! Satisfaction rate, however, is lower than average.
HEALTH					
Pharmacy	12	217	27	12.4	Attrition rate is avg. for length of program and satisfaction rate is higher than average.
Long Term Care	8	95	0	0.0	No attrition in this program.
Dental Assistant	41	259	65	25.1	3 year trend shows declining attrition rates although rates are avge. for length of program. Discontinuant employment and satisfaction rates are higher than averae (57%).
Dental Technician	49	151	12	7.9	Below avg. attrition rate for length of program.
Dental Mech. & Tech.-Apprentice	10	177	1	0.6	Average attrition rates for length of program.
Dental Receptionist	16	45	5	11.1	Avg. attrition rate for length of program. Small program.

PROGRAM	DUR. IN WKS.	82/83-84/85 N	D	ATTRITION	OBSERVATIONS
Food Services	75	103	46	44.7	Avg. attrition rate for duration. Below avg. discontinuant employment and satisfaction rates. Note that desired jobs are only available to those who complete.
Nursing	90	346	82	23.7	Below average attrition for length of program and lower than avg. unemployment rate (10%).
Practical Nursing	41	505	150	29.7	Average attrition rates for length of program.
Nursing Orderly	41	123	54	43.9	High attrition rate for duration. Other indicators give a mixed picture... discontinuant unemployment is high (46%), but so is the satisfaction rate (62%).
Nursing Aide	16	369	108	29.3	3 year trend shows attrition rates declining significantly although for length of program rate continues to be above average.
Homemaker	12	204	35	17.2	Above avg. rate for length of program, but unemployment and satisfaction rates are roughly average.
SUB-TOTAL		2594	585	22.6	Sectoral attrition picture is comparatively avg. across all indicators.
SERVICES					
Junior Travel Agent	16	87	2	2.3	Below avg. attrition rates for length of program.
Waiter(ess)/Dining Rm & Lounge	12	419	157	37.5	Above average attrition for program length. Below average discontinuant employment rate.
Cook Training	31	708	203	28.7	Attrition rate dropped by 50% in 84/85 however remains avg. for duration. Below avg. discontinuant employment rate.
Cook Training-Basic	25	143	43	30.1	Above average attrition for length of program. High discontinuant unemployment (57%). Low discontinuant employment (27%). Comparatively low satisfaction rate (33%).
Chinese Cuisine	19	116	31	26.7	Attrition rate significantly increased from 1982/83-1984/85 and is above avg for length of program. High employment (78%) and satisfaction (56%) rates.
Baking	31	265	101	38.1	Avg. attrition rate for length of program. Satisfaction rate well above avg. (70%).
Barbering	37	125	44	35.2	Avg. attrition rate for length of program. Satisfaction rate is above avg. (64%).
Hairdressing	9	2124	168	7.9	Lower than average attrition, even when normalized for length of program. Above average discontinuant unemployment rate, but satisfaction rate is higher than average.
Skin Care	17	125	20	16.0	Attrition rate is below avg. for length of program.
Power Sewing	11	236	36	15.3	Lower than avg. attrition rate for length of program. Higher than avg. discontinuant unemployment rate (38%), but satisfaction rate also higher than average (63%).
Shoe Repair	37	62	24	38.7	Attrition rate roughly avg. for length of program, but discontinuant unemployment is high (71%), and satisfaction low 29%. Small program.
Security Guard	3	119	2	1.7	Avg. attrition or length of program.
SUB-TOTAL		4529	831	18.3	Sectoral attrition is roughly avg., as is the overall satisfaction rate, but a smaller than average percentage of the discontinuants obtain employment.
COMMUNICATION ARTS					
Art in Merchandising	60	127	52	40.9	During 3 year period attrition rate reduced by 50%. Three yr rate is avg. for duration. 'Satisfaction' rate lower than avg (29%).
Journalism	60	98	42	42.9	Attrition rate has increased since 82/83 but is still avg. for length of pgm Higher than avg % rated the program as definitely worthwhile (84%).

PROGRAM	DUR. IN WKS.	82/83-84/85 N	D	ATTRITION	OBSERVATIONS
Photography	60	62	17	27.4	Attrition rates have dropped and remain below avge. for duration.
SUB-TOTAL		287	111	38.7	Sectoral attrition picture is comparatively average, once normalized for duration, but a higher than avg % were employed or taking further studies when contacted.
FINE & PERFORMING ARTS					
Fine Arts	60	257	113	44.0	Avg. attrition rate for length of program. Higher than avg. % of the discontinuants enrolled in further education. 'Satisfaction' rate also well above average (73%).
Theatre Arts	90	175	141	80.6	The highest attrition rate of all VCC programs, and one of the highest once normalized for the effects of duration. All other indicators, howver, reflect positively on the program...discontinuant unemployment is lower than avg., employment is higher than avg., and satisfaction is higher than avg. (78% rated it as definitely worthwhile).
Music	60	406	164	40.4	Avg. attrition for length of program, and all other indicators reflect positively on the program...unemployment is lower than avg, the % employed or in further studies is higher than avg., and the satisfaction rate is higher than average (54%).
SUB-TOTAL		838	418	49.9	Comparative outcomes indicators reflect positively on the sector attrition picture...over 80% of the discontinuants were employed or enrolled in further studies when contacted, and over 67% rated their program as definitely worthwhile.
GRAND TOTAL		31337	9515	30.4	

ATTACHMENT 1

Definitions of Parameters Used in the Analysis

Factor	Definition
Duration in weeks	Weighted average of the durations of the programs contained within the program family for which the attrition rate has been calculated (weighted using the relative volumes of students "exited" through the various durations of the program family).
Employment rate	The percentage of responding discontinuants, for the period covered, who had a job when surveyed roughly 4 weeks after leaving V.C.C.
Unemployment rate	The percentage of responding discontinuants who were unemployed and looking for work when contacted roughly 4 weeks after leaving.
Satisfaction rate	The percentage of responding discontinuants who rated their education/training at V.C.C. as having been definitely worthwhile when contacted roughly 4 weeks after leaving V.C.C.

ERIC Clearinghouse for
Junior Colleges
FEB 6 1986